

Art Director & Marketing Specialist

Reports to: VP of Marketing & Communications

Status: Full-Time, Exempt

Hours: M-F, 9-5p (Adjustments may be requested in order to meet deadlines or attend meetings or special events.)

Job Summary:

The Art Director & Marketing Specialist is responsible for developing, directing and implementing the Museum's visual/graphic design strategy, from concept to execution, for a wide range of print and digital media across multiple platforms, in an effective and timely manner. This position maintains the Museum's branding standards and creates, based on these standards, design templates for promotional (digital and print) and email campaigns, as well as high-quality promotional art for exhibitions and events. This position also provides general marketing and communications support, including marketing content, photography & video direction & assistance, website updates, social media updates, and marketing research as needed, working closely with the VP of Marketing & Communications and other Museum staff, in a fast-paced, community-oriented multidisciplinary educational environment.

Essential Responsibilities:

- Make key contributions to Museum's overall marketing strategy development & execution
- Develop concepts and execute high-quality, effective creative for promotional campaigns that work within Museum branding parameters
- Partner with Museum staff to determine needs and manage expectations for marketing visual strategies and graphic design, including the creation of templates for campaigns, recurring promotions and email
- Design (from concept through execution) campaign collateral and templates for Museum exhibits, events and programs, including digital & print ads, digital banners, e-blasts, billboards/display ads, invites & postcards, brochures & flyers
- Direct Museum photography & video and assist with creation/production, as well as maintaining a Museum photo database
- Manage (organize and track) marketing projects efficiently, from concept through execution, ensuring that work is completed on time and within budget
- Create templates and organize content for email newsletters (using email marketing platform), print newsletters, annual reports and other organizational material
- Work directly with print and signage vendors and other vendors to negotiate reasonable prices and ensure high-quality and fast turnaround
- Update/maintain the Museum's website content and on-location digital signage
- Assist with updating/maintaining social media content
- Ensure consistent visual identity/branding for the Museum overall and for the Dome Planetarium, Giant Screen Theater, annual fundraising events, exhibits, Museum school and other disciplines & departments
- Assist with other marketing and communications needs, including research
- Perform other clerical and administrative work and other duties as assigned.

Job Qualifications:

- Bachelor's degree required (visual art or related major preferred)
- At least 2 years of professional graphic design/art direction experience (agency experience preferred)
- Excellent conceptual & strategic thinking skills
- Portfolio representing a range of high quality design work
- Thorough knowledge of design software (Adobe Creative Suite)
- Knowledge of web CMS, html/css and email platforms preferred
- Ability to learn and work with Museum's CRM software and project management and digital signage platforms
- Creative & big-picture orientation with strong attention to detail
- Ability to work in a very busy and often demanding nonprofit environment
- Ability to work both independently and with a team
- Excellent written & verbal communication skills
- Detail-oriented reviewing & proofreading skills
- Ability to prioritize with strong time management skills
- Effectively communicate the cultural & educational values of the Museum to meet community needs

Essential functions (ADA):

- Ability to work full-time schedule which regularly may include evenings, weekends and some holidays.
- Ability to communicate and interact verbally, both in person and over the phone.
- Ability to use personal computers and other office equipment effectively.
- Repetitive motion. Substantial movements (motions) of the wrists, hands, and/or fingers.
- Exerting up to 10 pounds regularly, up to 30 pounds of force occasionally and/or negligible amount of force frequently to lift, carry, push, pull or otherwise move objects, including the human body.
- Visual acuity to determine the accuracy, neatness, thoroughness of the work assigned.
- Requires the ability to travel to and from job location.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee, and may include other duties as assigned.

Employee Signature: _____ Date: _____